

Excellence in Training
Brought to you by:



and the
Lexington Division of Police
2012 October 2 to 5
Lexington, Kentucky



Excellence in Training: A Course in Advanced Mental Preparation Techniques 2012 October 2 to 5

Are you interested in:

- ***A professional development course developed by a law enforcement trainer specifically for law enforcement trainers?***
- ***Simple and effective strategies for helping officers maximize their potential and enhance their performance in the gym, the combatives room, the firearms range, the classroom and on the street?***
- ***Proven techniques for conducting effective debriefings that will improve performance and enhance the confidence and competence of your officers?***
- ***Strategies for the most effective use of videos in your training program?***
- ***Effective strategies for conducting powerful context based training?***
- ***Powerful communication strategies to enhance any training program?***
- ***Achieving tactical excellence through advanced mental preparation skills?***

If you answered YES - then keep reading because this course is for you.

Join the numerous agencies across North America successfully employing the practical strategies covered in Excellence in Training to:

- ***Reduce remedial training hours with recruits and in-service officers.***
- ***Eliminate mental blocks that hinder officers' success with firearms qualification, written and practical exams and scenario based training.***
- ***Reduce the attrition rate in recruit training programs.***
- ***Dramatically improve officer's performance during reality based training.***
- ***Graduate confident and competent professionals from their training program.***
- ***Improve shooting abilities literally overnight using techniques covered in this program.***

Cost: \$577.00

**Register before September 1, 2012 and pay just \$477.00,
a \$100.00 savings.**

**Winning Mind Training Inc.
www.winningmindtraining.com**



About Brian Willis:

25 year law enforcement officer

Over 22 years training experience

2011 Law Officer Trainer of the Year

**Recipient of Officer Safety
Lifetime Achievement Award**

**Founder and President of
Winning Mind Training Inc.**

**Editor / Contributing Author: *W.I.N.
Critical issues in Training and
Leading Warriors, W.I.N. 2: Insights
Into Training and Leading Warrior,
If I Knew Then: Life Lessons From
Cops on the Street and If I Knew
Then 2: Warrior Reflections***

**ILEETA Deputy Executive
Director**

What People Are Saying about Excellence in Training:

- ◆ **"In 30 years as a police officer and trainer in defensive tactics this course has done more to positively influence those areas than any other course I have taken and it has done so in my personal life also." ...**
- ◆ **"Exceptional training. Exceptional instructor. Deals with an area almost completely neglected or misunderstood in other training programs.."**
- ◆ **"Unique approaches to conducting training that are both practical and easily implemented. The ideas were some of the best I have heard. Brian is very passionate about what he teaches."**
- ◆ **"The most important course for law enforcement today, especially in the area of instructor development."**
- ◆ **As a police officer, trainer, martial artist and student of human performance, this course was one of the most worthwhile and rewarding courses I have ever attended."**
- ◆ **"The most valuable course I have ever taken."**
- ◆ **"This is cutting edge stuff. Great Job."**
- ◆ **"This Course should be mandatory for every law enforcement trainer. "**

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Location: Lexington Division of Police Training Academy
1795 Old Frankfort Pike
Lexington, Kentucky 40504

Times: 0800 to 1600 hours daily

Dress: Casual

Cost: \$577.00
Register prior to September 1, 2012 and pay just \$477.00.

In addition to four days of world class training you will receive over \$250.00 worth of Performance Enhancement Imagery Recordings and a copy of the acclaimed book W.I.N.: Critical Issues in Training and Leading Warriors (a \$24.95 value).

Additional Bonus: Register for the Excellence in Training Course October 2 to 5, and attend the Harnessing the Winning Mind and Warrior Spirit Seminar on October 1 for free (a \$77.00 value).

To Register: Go to www.winningmindtraining.com. Click on the *Course Listing* link and follow it down to the link for the Excellence in Training Course October 2 to 5.